

A process for the separation of conjugated olefins from monoolefins in a fluid comprising such conjugated olefins and monoolefins using a Diels-Alder reaction to provide a fluid comprising a Diels-Alder adduct and monoolefins. The fluid comprising such Diels-Alder adduct and monoolefins can be subjected to a separating means to thereby recover a resulting monoolefin-containing fluid containing less than about 50 parts per million conjugated olefins. The process is particularly useful for purification of fluids containing normal alpha olefins.